

Minutes of the 14 May 2012
Special Joint Meeting of the Yancey County Board of Commissioners and the Yancey
County Economic Development Commission
Held at 5:00 o'clock p.m. in the Commissioner's Meeting Room
Yancey County Courthouse, Burnsville, North Carolina

Present for the special meeting of the Yancey County Board of County Commissioners were Chairman Johnny Riddle, Member Jill Austin, Member Dale England, Member Marvin Holland, Member Michele Presnell, County Manager Nathan Bennett, Clerk to the Board Jason Robinson, County Planner Jamie McMahan, Chairperson of the Economic Development Commission Marie Nicholson, Member Jerri Storie, Member Robert Branch, Member Danny McIntosh, Member Roger Honeycutt, and Executive Director Wanda Proffitt.

Call to Order and Approval of the Agenda

Chairman Riddle called the meeting to order and asked for a motion to approve the agenda. Commissioner England made a motion to approve the agenda and it was seconded by Commissioner Holland. The vote to approve was unanimous. (Attachment A).

Discussion of Mutual Interest and Concern

Chairman Riddle welcomed the Yancey County Economic Development Commission (EDC) and turned the meeting over to EDC Executive Director, Wanda Proffitt. Mrs. Proffitt began by giving everyone an annual report (Attachment B) which highlighted projects that the EDC has been working on for the last year. A lot of time this year was spent on getting Yancey County recognized as a Certified Entrepreneurial Community (CEC) through AdvantageWest. This process started back in 2007 and was a long and arduous process and was finally complete in December of 2011. Mrs. Proffitt also highlighted other projects that the EDC had been working on in the past months. Mrs. Proffitt stated to the Board that there is one thing that is needed and that is funding. Mrs. Proffitt stressed that Yancey County needed something to sell to companies that are looking at our county. The EDC would also like to update the film that the NC Film Commission has to showcase Yancey County. Also, EDC would like to do some promotional items to hand out to businesses that are potentially interested in the county. Finally, EDC would like to start trying to identify certified industrial sites. Discussion then followed about the top priorities for EDC and how to identify quality buildings and ways to fund those initiatives. Commissioner Presnell mentioned the old prison site on Baker's Creek as a possible site. Mrs. Proffitt stated that the site could be put in the mix but every available site needs to be looked at. Chairman Riddle stated that the Board had been given something to think about and the Board is about in the middle of the budgeting process and need to look at top priorities. County Manager Nathan Bennett mentioned that there is actually some money available in this year's budget more than next year's budget. Upon hearing from Mr. Bennett, Commissioner Holland made a motion to look at funds available this fiscal year to fund some projects for EDC. The motion was seconded by Commissioner England and the vote to approve was unanimous.

Board Appointment to EDC-Education Seat

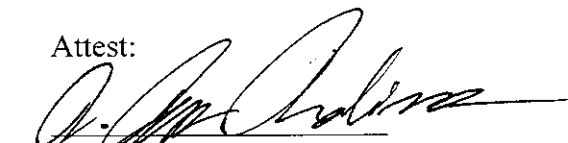
The Board next heard from County Manager Nathan Bennett who informed the Board that the Board needed to make an appointment to the EDC Board. According to Mr. Bennett, Mr. Robert Branch is currently appointed to this seat. Upon hearing from Mr. Bennett, Commissioner Holland made a motion to reappoint Robert Branch to the Economic Development Commission. The motion was seconded by Commissioner England and the vote to approve was unanimous.

Adjournment

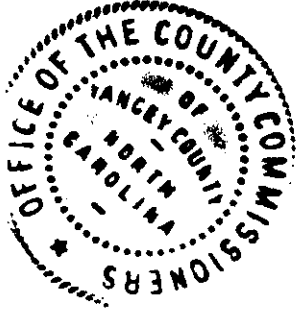
Having no further business Commissioner Holland made a motion to adjourn. The motion was seconded by Commissioner England and the vote to adjourn was unanimous.


Approved and authenticated on this the _____ 5th _____ day of June 2012.

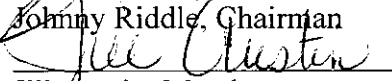
Attest:

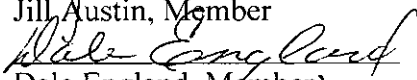

J. Jason Robinson
Clerk to the Board

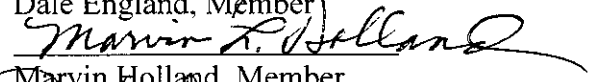
(county seal)

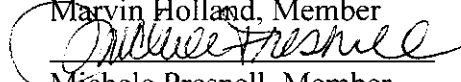



Johnny Riddle, Chairman


Jill Austin, Member


Dale England, Member


Marvin Holland, Member


Michele Presnell, Member

Attachment A

COUNTYMANAGER
Nathan Bennett



COMMISSIONERS
Jill Austin
Dale England
Marvin Holland
Michele Presnell
Johnny Riddle

YANCEY COUNTY

110 Town Square, Room 11 • Burnsville, North Carolina 28714
PHONE: (828) 682-3971 • FAX: (828) 682-4301

YANCEY COUNTY BOARD OF COMMISSIONERS SPECIAL MEETING

May 14, 2012
5:00 P.M.

JOINT MEETING OF THE YANCEY COUNTY BOARD OF COMMISSIONERS and YANCEY COUNTY ECONOMIC DEVELOPMENT COMMISSION

PLACE OF MEETING

Commissioners Board Room
Yancey County Courthouse
110 Town Square
Burnsville, NC

AGENDA

- I. Call to Order – Chairman Johnny Riddle
- II. Approval of the Agenda
- III. Joint Session with the Yancey County Economic Development Commission
 - a. Budget Matters
 - b. Discussion of Items of Mutual Interest and Concern
 - i. Board Appointment to EDC – Education Seat (Representative of Mayland CC or Yancey Co. Schools)
- IV. Adjournment

Home of Mount Mitchell
Highest Peak in the Eastern US

YANCEY
County
Economic Development Commission

Annual Report 2011-2012

Yancey County

Economic Development Commission

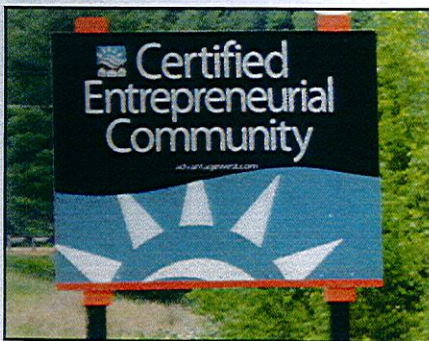
Yancey County Economic Development Commission funded jointly by Yancey County and Town of Burnsville is comprised of nine (9) members as follows:

1. Chairman County Commissioners or designee
2. Mayor of Burnsville or designee
3. Member of Yancey County Chamber of Commerce
4. Member of business w/less than 50 employees
5. Member of Yancey County Schools or Mayland Community College
6. Member in Banking or financial institution
7. Member in utility or health industries
8. Member of business w/50+ employees
9. Member of real estate or health industries.

Current members include:

- Marie Nicholson, Chair
- Mitzi Layell, Vice Chair
- Jerri Storie, Secretary
- Gerald Presnell, Treasurer
- Dale England,
- Danny McIntosh,
- Roger Honeycutt,
- Dr. Joe Antinori,
- Robert Branch

Yancey County EDC Activities



Yancey County received the **Certified Entrepreneurial Community** designation in December 2011, awarded by AdvantageWest. Twenty eight (28) volunteers participated in obtaining this recognition with numerous meetings/work sessions and

three (3) community meetings held in 2011 with recognition of Ray Miller as Yancey County's Entrepreneur of Year. From these meetings, four (4) work groups have been established:

- Mentoring w/George Nero, Leader
- Investment w/Leader position vacant
- Youth Engagement w/Gwen Harris, Leader
- Networking/ Marketing w/David McIntosh, Leader

We have had youth meeting at Mountain Heritage High School. We will be working with the Burnsville Development Group and Mayland CC Small Business Center on mentoring. A networking session was held for business owners and entrepreneurs with 67 people in attendance on April 24th. We applied for funding through Rural Center for seed money to start a venture capital fund but did not receive this grant. Even though we completed work to receive this recognition as a community who recognizes and supports small business and entrepreneurs, this is ongoing program that requires us to have active program working with entrepreneurs and business owners, plus youth entrepreneurial development.

Results of certification:

1. Smart Foods was eligible and received expansion loan from the Advantage Opportunity Fund which is administered by AdvantageWest, plus there is ongoing mentoring through Mountain Bizworks which will assist with their business planning and expansion
2. AdvantageWest has developed a marketing campaign to promote the Certified Entrepreneurial Communities which includes Yancey County and Burnsville and features three-local businesses: Smart Foods, Country Cablevision and Something Special/Monkey Business.

This has been a long and arduous process that was started approximately 2007 and has included many hours by numerous volunteers to accomplish it.

Infrastructure Projects

East Yancey Sewer Project – Working with individual property owner (Bill Young) who donated property to County for pump/lift station and negotiated with other property owners, for crucial easements to move this project forward. EDC has been involved. Continued assistance to Town and County and Engineers throughout this project is ongoing and has been a priority. The Winter Star Company provided loan for portion of matching funds.

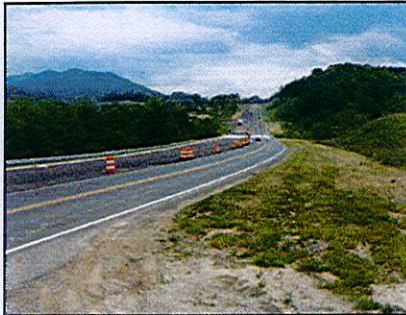




Country Cablevision Broadband Project - The EDC and Director have worked closely with Country Cablevision and local and state, plus federal elected officials when needed. This is an ongoing and another major priority for EDC Board and County and Town.

Hwy. 19E Construction Project

- Working closely with the North Carolina Department of Transportation and the construction project has been another priority issue. Assisting Town of Burnsville with relocating utility lines and easements, exploring expansion of walking path from



QP Station to East Yancey Middle School and adding, Park n Ride lots is ongoing. Construction of Phase I through Madison County and Phase II continuing to Riverside bridge is scheduled for completion by October 15, 2012. Phase III, Riverside to Micaville Loop Road is under construction, with expected completion date of 2014. Phase IV, Micaville to Spruce Pine has engineering and survey work begun with construction scheduled to begin (depending on funding) in 2014. Dedication of Hwy. 19 of Phase I and Phase II is planned for mid-October 2012.

Town of Burnsville Sidewalks



- Obtained grant funds from NC DOT for Town of Burnsville sidewalk improvements around Town Square, with adding sidewalks on West Main Street from TD Bank extending (past Post Office) to Hwy 19 intersection on west. Work should be completed in 2012.

Water Extension to Micaville Elementary School

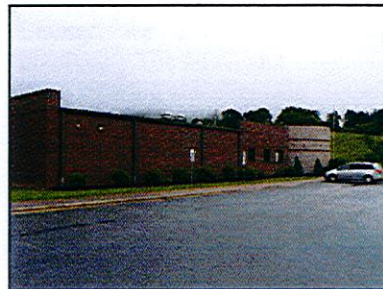
- EDC participated in Yancey County Golden Leaf local meetings, worked with County on several applications, worked with Town and County on application for water extension to Micaville Elementary School and made preliminary presentation to Golden Leaf Board in April. Final Golden Leaf presentation will be in June 2012.



Industry/Business Assistance

Numerous industry visits to Hickory Springs, Burnsville Hosiery, Glen Raven, Smart Foods, Altec and businesses have occurred. Director introduced NC Department of Commerce staff, as well as, Dr. Boyd and Ted Ollis to our industries. During industry visits, same concern expressed by industry leaders is, "We have jobs available but cannot find qualified workers." There exists a mismatch between worker skills and industry requirements. This is not only local issue but national.

Workforce Development at all levels, including High Country Council of Governments Workforce Development Board (HCCOG-WDB) where EDC Director represents Yancey County and Mayland Community College, have been involved with strategic planning regards education/training needs for workforce development in region.



Mayland Community College hired Ted Ollis, Director of Customized Training to work with local industry and provide customized training to improve skill sets of employees for industry needs, which includes top management to workers on floor. This

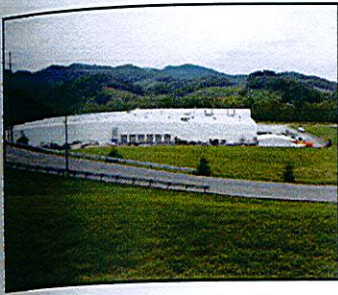
allows workers to earn higher wages plus be more productive for employer. This has been a major asset to all industries in the three county area and their management is very appreciative.

Mayland Community College with leadership of Ted Ollis and Dr. Boyd, established the Mayland Manufacturer's Association, which allows industry management of Avery, Mitchell and Yancey Counties to meet on regular basis, have programs of interest and allows them to network.



Working with Dr. Boyd and Mayland CC to expand Yancey Mayland Campus w/certified welding program, adding blacksmithing and HVAC classes is another goal. This program will allow us to be more competitive by having a trained work force available.

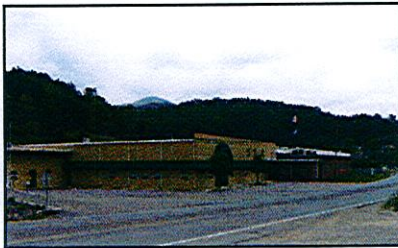
Industry Updates



expanded in North Carolina.

Altec Industry has continued to expand from approximately 200 employees in January 2011 to 335 full time employees (385 includes part-time) as of March 2012. While Yancey County has not announced new industry, this expansion is greater than most industries who have recently located or

Glen Raven Mills continues as stable employer in area with approximately 200 employees. They continue to invest in technology in order to remain competitive in global economy.





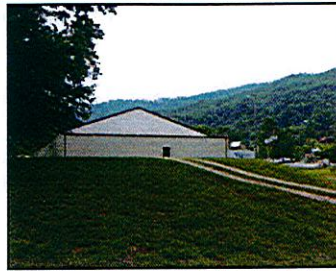
Hickory Springs employs approximately 125 at present. Upon completion of East Yancey Sewer System, there is potential of expansion when moratorium on hiring additional workers is removed. In 1984 Hickory Springs built a 60,000 sq. ft.

building but could only use for storage until adequate sewer became available. Kevin McCraw, manufacturing engineer and previous EDC Chair, attended preliminary presentation with Golden Leaf and will assist in presentation for funding at June meeting.

Projects and Programs

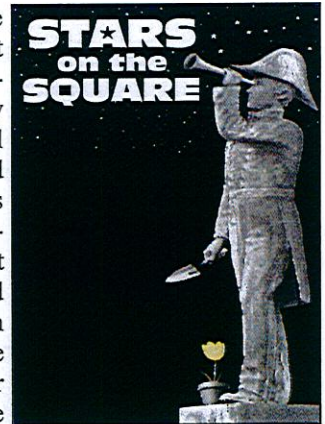
Prospective Industrial/Business Prospects

– EDC works with AdvantageWest, had several calls from site consultants and other inquiries from prospective industry, scheduled conference call with Avondale owner and consultant from Charlotte. We showed Avondale building to developer, received approx. 25+ requests/RFPs for available industrial buildings and sites plus 4 requests for film locations. We assisted Pam Lewis and Amanda Baranska of AdvantageWest in scouting, getting photos of potential film sites, including Hunger Games. EDC worked with several potential requests for business locations and assistance.

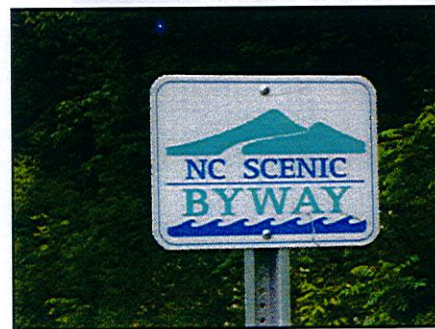


AG Center & TRACTOR Project – Director serves on Board and is working with Yancey Extension Service to get this project started and ongoing. The EDC provided first grant of \$5,000 to assist with feasibility study of original project.

Building an **Observatory** at the Energy Exchange offers great potential for increasing educational opportunities (especially science) for our youth, plus will boost promotion of travel and tourism income for the business community. EDC has been working and promoting this project since inception. With Mayland CC leadership and assistance from County, we are excited to be involved. The EDC and Chamber is sponsoring the Stars on Square events.



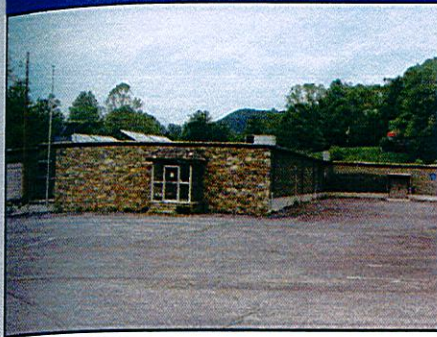
Green Energy Project - EDC worked with potential green energy projects, arranged meeting with NC Commerce in Raleigh and have continued to work with them as project changes. NC Commerce has endorsed these projects and we will continue exploring options and assist wherever possible.



Scenic Byway – Worked with County in applying for grant through the Scenic Byway Program to refurbish the old library building on Town Square (have not heard yet). UNC-TV newsman and videographer visited Yancey County

recently and plans to do a promotional news story on the Mt. Mitchell Scenic Drive Byway and Yancey County but because of inclement weather had to reschedule.

NC REAL is a Youth Engagement Program designed for youth entrepreneurial development and is administered through the Rural Center. Director and CEC Leadership assisted Arlene Childers of NCREAL with judging of youth contest with final event and youth presentations held at Burnsville Town Center with seven counties participating.



Mountain Heritage Expo Center - Worked with Melissa Graham and gave letter of support from EDC for their application to Rural Center for Building Reuse Grant. The EDC will assist this project in every way possible.

Burnsville NC-STEP Program – Director attends STEP meetings and serves on the leadership team, now the Burnsville Development Group (BDG), as well as **Burnsville Main Street Program**.

Occupancy Tax – Director worked with Chamber and County to research the occupancy tax arrangement with other adjoining counties. County sent letter to all cabin owners, as well as bed and breakfast plus overnight accommodations operators in County. Collection of occupancy tax has increased for Travel & Tourism promotion by Chamber since this occurred.

Toe River Economic Alliance (TREA) – Meets regularly with Mitchell, Avery and Yancey EDC Directors, as well as Dr. Boyd and Mayland CC staff to discuss regional direction for economic potential. Strategic planning for economic development of area and programs for Manufacturer's Association are planned with this group.

Toe River Experience (TRE) – Meet regularly with group from Avery, Mitchell and Yancey County Directors, together with representatives from Penland, TRAC, Artists, etc. to promote the artists and craft industry in area.

Travel & Tourism – Serve on the Chamber Travel & Tourism Committee.

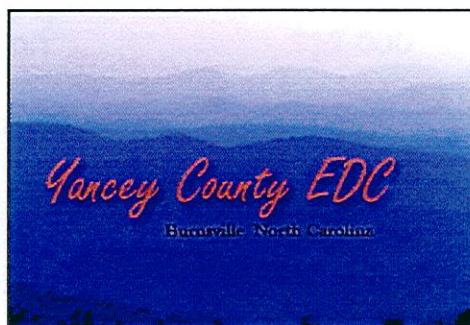
Carolina West is a seven (7) county economic development group from Asheville/ Buncombe County, Mitchell, Yancey, Madison, Haywood, Transylvania, and Henderson County Economic Developers. Director recently was invited to NC Commerce Friends Meeting hosted by NC Commerce at Biltmore Estate (38 national site consultants) which gave opportunity to network with numerous site consultants and North Carolina Department of Commerce Developers.

Carolina West hosted reception for Elected Officials on April 26th with site consultant and NC Commerce Developer making presentation, with open question and answer session. Yancey County and Town Officials were well represented.

EDAC – Economic Developer's Association, hosted by AdvantageWest, is comprised of economic development directors from the 23 Western NC counties. Economic development projects and programs are discussed, including updates from the North Carolina Department of Commerce. An economic development trip is planned for Raleigh on June 10-12, where meetings with NC Commerce, NC Legislators and others have been scheduled.

Respectfully submitted by:

Wanda J Proffitt, Director
Yancey County Economic Development Commission



EDC Budget Requests 2012-2012-2013

Yancey County and Town of Bursnville

Yancey County is unable to compete and respond to majority of inquires received from AdvantageWest, NC Commerce, and individual site consultant because of lack of available industrial building or certified sites for industrial use. An increase in activity of industrial inquiries is occurring. Yancey County needs to be prepared if we want to compete in future economic development projects. Following are recommendations from EDC Board:

Request funding for EDC Operations from County	\$50,000
Update Film Reel Scout for NC Film Commission	\$12,000
Develop goals and future economic development plans, develop target marketing campaign	\$30,000
Preliminary Engineering for Industrial sites	<u>\$30,000</u>
Total Requested from County	\$122,000

Request funding for EDC Operations from Town	\$15,000
(this would include funding for operations and materials/CD/App)	